

Order / Rev: 723429
 Alt Order #: 06384639
 Flight Dates: 10/20/12 - 10/28/12

Advertiser: National Federation of Independent Busi
 Product Desc: 428 NFIB
 Estimate: 428
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WKYC	10/22/12	10/26/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	MTWTF--	:30	1	\$1,100.00	P-5	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		1				\$1,100.00		0.00			
E 6	WKYC	10/22/12	10/26/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	5	\$1,400.00	P-5	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		5				\$1,400.00		0.00			
E 7	WKYC	10/22/12	10/26/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MTWTF--	:30	5	\$800.00	P-5	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		5				\$800.00		0.00			
E 8	WKYC	10/20/12	10/20/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1				\$1,800.00		0.00			
E 9	WKYC	10/22/12	10/26/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS (6:00 PM-6:30 PM)	MTWTF--	:30	5	\$2,500.00	P-5	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		5				\$2,500.00		0.00			
E 10	WKYC	10/22/12	10/26/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	5	\$1,800.00	P-5	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		5				\$1,800.00		0.00			
E 11	WKYC	10/22/12	10/26/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MTWTF--	:30	5	\$850.00	P-5	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		5				\$850.00		0.00			
E 12	WKYC	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1				\$2,500.00		0.00			
E 13	WKYC	10/21/12	10/21/12	Sun 11-1135p LN SUN	CM	11-1135p	-----S	:30	2	\$3,000.00	P-5	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		2				\$3,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	10/15/12-10/21/12	Sun 11-1135p		11-1135p	-----Su	:30		(\$3,000.00)		0.00	NM		
	See MG 13.4														
	2	NKYC	10/15/12-10/21/12	Sun 11-1135p		11-1135p	-----Su	:30		(\$3,000.00)		0.00	NM		
	See MG 13.3														
	3	NKYC	10/21/12-10/21/12	Post NFL News		Various	-----Su	:30		\$3,000.00		0.00	NM		
	Ⓜ MG for 13.2 10/21 nfl late run														
	4	NKYC	10/25/12-10/25/12	Thu Prime B		9-10p	---Th----	:30		\$3,000.00		0.00	NM		
	Ⓜ MG for 13.1 10/21														
E 14	WKYC	10/22/12	10/28/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	MTWTF-S	:30	5	\$3,000.00	P-5	0.00	NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF-S		5				\$3,000.00		0.00			
E 15	WKYC	10/21/12	10/21/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$2,300.00	P-5	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1				\$2,300.00		0.00			
E 16	WKYC	10/22/12	10/26/12	Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	5	\$2,600.00	P-5	0.00	NM	5	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		5				\$2,600.00		0.00			
E 17	WKYC	10/22/12	10/26/12		CM	6a-7a	MTWTF--	:30	5	\$1,800.00	P-5	0.00	NM	5	\$9,000.00

Order / Rev: 723429
 Alt Order #: 06384639
 Flight Dates: 10/20/12 - 10/28/12

Advertiser: National Federation of Independent Busi
 Product Desc: 428 NFIB
 Estimate: 428

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-7a															
Channel 3 News Today @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$1,800.00		0.00						
E 18	WKYC	10/22/12	10/26/12	M-F 7-730p	CM	7-730p	MTWTF--	:30	5	\$2,500.00	P-5	0.00	NM	6	\$13,300.00
Channel 3 News at 7P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$2,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WKYC	10/22/12-10/28/12		M-F 7-730p	7-730p		MTWThF----	:30		(\$2,500.00)		0.00	NM		
See MG 18.6,18.7															
[Prgm Change]															
6	WKYC	10/27/12-10/27/12		Sat Prime	8P-11P		-----Sa--	:30		\$1,650.00		0.00	NM		
Ⓜ MG for 4.4,18.3															
7	WKYC	10/27/12-10/27/12		Sat Prime	8P-11P		-----Sa--	:30		\$1,650.00		0.00	NM		
Ⓜ MG for 4.4,18.3															
E 19	WKYC	10/21/12	10/21/12	NFL Regular Season Football	CM	NFL Football	-----S	:30	1	\$30,000.00	P-5	0.00	NM	1	\$30,000.00
NFL Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$30,000.00		0.00						
													Totals	60	\$137,150.00